



**Met Office**

# Met Office Media

## The Met Office

We have a vision to make our weather forecasts essential to everyone, everyday. We aim to lead the world in advice on the weather and climate change through our unrivalled expertise.

The Met Office is the National Meteorological Service for the UK and is a world-leading weather and climate services provider. We support a large number of customers including civil aviation, defence, industry and commerce and supply data and products to countries throughout the world.

## Met Office Media

Met Office Media is one of three commercial divisions of the Met Office. It provides the BBC and commercial broadcasters with TV, radio and online weather services including data, the WeatherEye graphics system, presenters and training.

The Met Office has provided services to the media since 1936 when the first Met Office forecaster made a live weather broadcast on BBC Radio. Since then the Unit has grown dramatically after winning contracts with commercial clients such as ITV.

The most recent development is Met Office Media's relocation to a new, dedicated facility at Millbank Studios in London. The move enables us to offer new services such as video-based weather information and use this in broadband enabled devices, mobile handsets, IPTV platforms and out-of-home screen networks, as well as TV.

## Current customers

The Met Office is a leading provider of weather services to the UK media industry. We have well established relationships across the media community, including BBC, ITV, ITN, GMTV, Channel 4, Scottish Television and UTV.

Our experience and expertise in the media arena means that high-profile clients return to us year after year.

## Our services

The media industry is rapidly changing and we can offer flexible and dynamic products and services to meet all requirements.

Met Office Media offers complete solutions including datafeeds, graphics and visualisation, presenters and scripts, as well as training and support, or it can create a bespoke service tailored to your requirements. Our experience and know-how means we can get the weather working in your business, quickly and smoothly.

## Benefits of Met Office Media

- Our world-leading weather brand is attractive to viewers and sponsors
- Market leader in providing weather services to UK broadcasters
- Creative freshness and relevant visualisation through WeatherEye
- Access to world experts in weather and climate science
- High quality and accurate services
- Innovation underpinned by £25 million research and development programme

## Let's 'talk about the weather...'

For further information please contact us:

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